

Sports Tournaments Grant Program

Continued support to bid on tournaments (for human and animal competitions) is recognized as an important means to fill overnight rooms and generate visitor spending throughout the community. In order to encourage cooperation, ensure that the tournaments can be accommodated, and increase their success, a grants program has been initiated as one of the Strategic Growth Initiatives in the Tourism Destination Strategy adopted by the Loudoun County Board of Supervisors in March 2006.

Timeline

The grant program will be conducted so that sports leagues, Department of Parks, Recreation and Community Services (PCRS), and other organizations interested in bidding on future tournaments may apply for grant funding to assist in funding those endeavors.

Eligibility

- Organizations with a current 501(c) 3 or (c)6 status
- PCRS

Criteria

Each application will be evaluated based upon the following criteria:

- Tournaments must directly impact the tourism and travel industry within Loudoun through marketing competitions to out-of-county and out-of-state event organizers, visitors, competitors and spectators.
- Priority will be given to those projects that partner with hotels and/or bed and breakfast that attract overnight visitors during periods of need.
- Proposed uses must be compatible with the programmatic elements of the Loudoun Convention and Visitors Association (LCVA) and the County's Tourism Destination Strategy.
- Applicants must have a tracking mechanism to measure deliverables tied to grant award.

Application Process

1. Applications and all supporting materials are due by 5:00PM on September 29, 2006.
2. Submit ten typed copies of the application and all supporting documents to:
Greg Harp
LCVA
222 Catoctin Circle, SE,
Suite 100
Leesburg, VA 20175
Fax: 703-771-4973

3. Notification of grant awards is anticipated to be made by December 1, 2006. If an organization bids on a tournament prior to formal grant award notification, it may be reimbursed (there is no guarantee of grant award and the organization is solely responsible for any financial obligation or commitment)
4. A total of up to \$75,000 may be allocated through competitive grant applications and grant awards during the County's 2007 Fiscal Year (July 1, 2006 through June 30, 2007).

Questions about the application process?

Contact Greg Harp, LCVA Operations Director, at 703-771-2170 ext. 14 or harp@VisitLoudoun.org.

Sports Marketing Grant Application

Project Title: _____

Total Request: _____

Organization/Business: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Title/Relationship: _____

Phone: _____ Fax: _____

Email: _____

1. Tournament Description:

2. Tournament Competitors (i.e., national, regional, youth, adult, gender, equine, dog show, etc.):

3. Tournament Dates and Planning Schedule:

4. How will this tournament promote tourism, travel, or business that will generate tourism or travel in Loudoun County? How will you attract out-of-county competitors?
5. How will you track and measure the success of this event?
6. Detailed Project Budget. Include revenues and expenses. Staff time and overhead are not eligible for grant funding.
7. Total Project Marketing Budget:
8. What assistance will you need from the LCVA?
9. Please include a copy of your most recent financial audit.

Questions 10-14 must be completed by those organizations/businesses that received TOT funding for FY 2006:

10. How did the project promote tourism, travel, or business that generated tourism or travel in Loudoun County?

11. How many visitors did you serve/attract by the project in FY 2006?

12. Describe how the completed project reached new markets or expanded an existing market.

13. Describe any challenges that you encountered that may have delayed the project or prevented you from completing the project by the end of fiscal year 2006. How are you managing these difficulties? When will the project be completed?

14. Provide a detailed budget for the completed project that identifies the actual revenues and expenses. Show the amounts for marketing, promotion, personnel, operations and maintenance, and capital outlay, and how funds were leveraged to cover the entire cost of the project. Please also provide an overall actual budget for your organization for FY 2006.

